

# MEDIA RELEASE

CTW China 2018 / 06



## CTW China 2018 Concludes To All-Round Success of Fulfilled Objectives And Achievements

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*Shanghai, 22 March 2018* – CTW China 2018 concluded on high notes with sponsors, exhibitors, speakers, corporate travel managers and conference delegates expressing a rewarding experience.

The event's record number of sponsors featured American Airlines and TravelSky at the Diamond tier. Both brands had previously collaborated with CTW China organisers on brand activation activities, and brought their positive experience as top-tier sponsors to this year's show.

On their luncheon and partnership, Maxine Peng, General Manager – China, American Airlines expressed, "After being in the China market for 11 years now, our recent strategy has been on reaching the B2B sector. CTW China is a good fit for us to establish relationships with our Pacific Joint Business partners and grow our B2B relationships with corporate and MICE group buyers. We chose a luncheon to engage our desired audience here because of the informal and relaxed setting amidst good food, where we shared the benefits American Airlines has to offer the Chinese market."

TravelSky, too, commended the show, "CTW China has brought together the elites and professionals of the corporate travel management industry in China. It is a great platform to exchange industry experience and share resources. TravelSky had the honour of participating at the event as a diamond sponsor. We met a lot of potential partners and introduced our new technology, new products, new ideas and solutions for corporate travel at both our table-top appointments and our education session on technology. This event has helped to promote and elevate our brand to the next level in the industry."

The remaining 2018 sponsor line-up includes Delta Air Lines in the Platinum tier; AirPlus Payment Management, China Eastern Airlines, China Southern Airlines, Egencia, FCM Travel Solutions and United Airlines in Gold; and Pingxing Int'l Car Service as Official Transportation Partner.

Added Platinum Sponsors Delta Air Lines' Adam Tang, General Manager, China Sales, who also lent his expertise as a speaker, "Delta is focused on growing the corporate travel market between China and the U.S. We are pleased to join this forum and share our strategy directly with the 200 corporate travel managers here."

Official Transportation Partner Pingxing Int'l Car Service, Yuting Wang, Marketing Executive, spoke about their presence at the show, "Seeing the success of CTW China, we are delighted about being a sponsor. The official ground transportation sponsorship gives us the best platform to showcase our services and intensive coverage in China."

All sponsors benefitted from the exposure to over 320 delegates through a combination of brand presence, expert sharing, business appointments, and for some, having buyers experience their product or service offering first-hand.

The collective CTW China value proposition that ranged from knowledge enhancement, community and relationship building, to prospective business and alliance opportunities, was met with success across all delegate segments.

Local first-time attendee, Laura Lin, Integrated Regional Shared Service Center General Affairs Section Administration Manager, SF Group, said, “With many experts in one place to network with and gain insights from, I had good returns from my first participation. For domestic corporate travel managers like myself, an event like this provides us with new solutions and perspectives. The forum on technology and artificial intelligence really piqued my interest.”

International corporate travel manager, Sanghee Bae, Administrative Assistant, Green Climate Fund, shared, “My colleague recommended that I attend this show after her positive experience at the Asia-Pacific's edition. I'm impressed at the scale of CTW China 2018 and am very satisfied with the quality of the show. As I am quite fresh to the industry, it has been a positive learning journey, especially meeting people within the field and getting to make new connections. Many of the topics were relevant to my work and that made attending fulfilling.”

International buyer Ramona Irawati, Head of Procurement and Travel, Manulife Indonesia, said, “I felt that the hosted luncheon by American Airlines was excellent. Through CTW China, I managed to get updated on current business travel processes, travel technology solutions, cost saving tips, and much more, all of which I found very valuable and logical for me to implement. Not only was I able to hear from speakers across all industries, but I also met several promising vendors.”

Corporate Travel World (CTW) China 2018 was held from 20 – 22 March in Shanghai and is co-located with IT&CM China, the leading international MICE event in China. For more information, visit [www.corporatetravelworld.com/china](http://www.corporatetravelworld.com/china) | WeChat ID: CTW-CH

## CTW CHINA 2018

Date: 20 – 22 March 2018  
Venue: JW Marriott Shanghai Changfeng Park, Shanghai, China  
Event URL: [www.corporatetravelworld.com/china](http://www.corporatetravelworld.com/china)

## ABOUT CTW CHINA

### **The Leading Corporate Travel Management Conference For China - Incorporating Meetings & Events**

CTW China is the market's answer to the proliferation of corporate travel management activities, including business travel & entertainment (T&E) as well as Meetings & Events (M&E), for Chinese-grown companies and multi-national corporations based in China. Established in 2015, this market-driven event is thus dedicated to raising the sophistication of Chinese professionals who manage the wide and varying scope of corporate travel related needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing



knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their corporate travel management decisions.

Co-located with IT&CM China as China's Only Doublebill Event In MICE and Corporate Travel, CTW China is part of the CTW Events series by TTG Events, a business group of TTG Asia Media. This event is co-organised by Carlson Wagonlit Travel, China.

## **MEDIA CONTACT**

### **TTG Asia Media**

1 Science Park Road, #04-07, The Capricorn  
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: [www.corporatetravelworld.com/china](http://www.corporatetravelworld.com/china)

Event Email: [ctwchina@ttgasia.com](mailto:ctwchina@ttgasia.com)

#### **Sherlby Ong (Ms.)**

Event Executive - Media

Email: [sherlby.ong@ttgasia.com](mailto:sherlby.ong@ttgasia.com)

#### **Kherray Yeo (Ms.)**

Senior Event Executive

Email: [kherray.yeo@ttgasia.com](mailto:kherray.yeo@ttgasia.com)